June 20, 1997

To All Region Operations Managers

Subject: WINSTON "Current Style Graphics" Direct Account Inventory

Beginning the week of June 30, 1997, during weekly coverage of direct accounts, we should start the force-outs of remaining current style WINSTON graphics product to the previously identified high volume carton outlets (Refer to FSC-81-B, dated May 6, 1997). The product forced out to these accounts should then be displayed and discounted according to the "aggressive discounting" guidelines to flush it out of retail prior to the relaunch.

To determine the remaining inventory of current style graphics product remaining at wholesale, a direct account inventory should be conducted during normal coverage during the week of June 30, 1997. The below listed steps should be followed to ensure an accurate inventory is obtained:

1. Current style graphics product to be forced out to the previously identified high volume carton outlets should be pulled from inventory. Necessary steps should be taken to arrange for these orders to be sent to retail as soon as possible.

2. An inventory should be taken, by brand style, on all remaining current style graphics product. Inventory taken should be indicated in carton quantities. (Inventories should be minimal by this time.)

3. RJR personnel responsible for each direct account should communicate this inventory to their ROU by the close of business on Thursday, July 3, 1997.

4. ROU should consolidate onto one spreadsheet all individual direct accounts with their respective brand style inventories for the region.

5. Region spreadsheet should be forwarded to your Area Manager of Operations as soon as possible on Monday, July 7, 1997.

This inventory information will be utilized to determine whether we are on target to get the current style graphics product flushed through retail according to the planned timeline. This timing will allow us to make any needed adjustments to our plan to ensure returned goods are minimized.

Attached is an Excel spreadsheet titled WININV.xls that should be utilized to submit your region roll-up to your Area Manager of Operations.

Don	*Tom*	*John*	*Steve*
Don Fitzgerald North East Sales Area Manager of Operations	Tom Odom Southern Sales Area Manager of Operations	John Ellegate Western Sales Area Manager of Operations	Steve Qualkinbush Mid-West Sales Area Manager of Operations

Attachment

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Source: https://www.industrydocuments.ucsf.edu/docs/hgnn0000

Winston Old Style Graphics Direct Account Inventory As of 6/30/97

Direct Account Name	FF 85 11012	LT 85 11112	CP 83 11212	LT 100 11312	FF 100 11412	ULT 85 11706	ULT 100 11806	Light CP 83 11908	Light CP 100 15906	ULT CP 83 70306	ULT CP 100 70406	SEL FF 85 70806	SEL CP 83 71006	SEL LT 85 71106	SEL LT CP 83 71206	Slim LT CP 100 20167	SEL LT 100 20274	SEL CP 100 22187	SEL FF 100 22485

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wininv.xls
6/20/97

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